

4th International Conference on Electronic Commerce
23~25 October 2002
City University of Hong Kong

Conference Objectives

Hong Kong, one of the most dynamic and prosperous cities of China is waiting for you! It is one of the most attractive conference sites in Asia, and it is our great pleasure to host one of the most important conferences on the rapid growing field of electronic commerce. We have built on the success of 1st and 2nd ICEC in Korea in 1998 and 2000 respectively as well as the 3rd successful ICEC in Vienna, Austria.

Further information on the conference is available either via the ICEC website (<http://icec.net>) or on the ICEC2002 Hong Kong site (<http://www.is.cityu.edu.hk/icec2002>).

Conference Aims and Objectives

The Internet offers a unique opportunity for individuals and organizations to seek new ways of achieving a higher level of outputs both qualitatively and quantitatively but at substantially lower costs. Many innovative e-business applications offer tremendous opportunities in gaining or sustaining competitive advantage, reducing operating costs and improving organizational effectiveness. However, the rise and dive of the dot.com in recent years are typical examples resulting from the lack of business planning, unrealistic revenue models and poor implementation of e-business. The new challenge for managers is to learn from these past mistakes and to build on further successes in the new waves of e-business with minimal risks. This Conference provides a forum to share invaluable experience of good practices and pitfalls in the strategy planning, design, development, and implementation of e-business. The aim of this International Conference is to provide a forum for experts in e-business globally to share their innovative ideas, industry foresights and practical experience in e-business together with local speakers and delegates. This conference will enhance participants' awareness in the lessons learned from the failure of e-businesses and focus his/her efforts on the critical success factors for building more cost-effective and profitable e-business. Hence, the potential impact of this conference on organizations in adopting or enhancing e-business could be very significant.

Conference Committees

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L. P. Wang	Shanghai Jiaotong University, China
Shouyang Wang	Chinese Academy of Sciences, China
Kwok-Kee Wei	National University of Singapore, Singapore
Takahira Yamaguchi	Shizuoka University, Japan
Benjamin Yen	The University of Hong Kong, China
Chien-Chih Yu	National Cheng Chi University, Taiwan
J. Leon Zhao	University of Arizona, U.S.A
Hans-Dieter Zimmermann	University of St. Gallen, Switzerland

Each submitted article is blind refereed by at least two members of the International Programme Committee to ensure high quality of accepted articles.

Conference Programme

Program Highlights

Keynote Speeches		
<p>Innovation, Technology and New Businesses Mr Francis HO <i>Permanent Secretary for Commerce, Industry and Technology (Information Technology & Broadcasting)</i></p>	<p>Beyond e-Marketplace & Next Generation e-Business: Grid, Automatic Computing & Web Services <i>(Presentation)</i> Dr. J.Y. CHUNG <i>Institute for Advanced Commerce IBM T.J. Watson Research Center, USA</i></p>	<p>Collaborative B2B e-Commerce Dr. Michael SHAW <i>Director of the Center for Information Systems and Technology Management University of Illinois, USA</i></p>
<p>A Market Based Approach to Managing Content Delivery Networks Professor Andrew B. WHINSTON <i>Hugh Roy Cullen Centennial Chair Professor of Business Administration, University of Texas, Austin, USA</i></p>	<p>e-Business Evolution, Market Trends & Business Opportunities <i>(Presentation, full paper)</i> Dr. Reda REDA <i>Marketing Director</i> Mr. Heinz VOLOPICH <i>E-Business Manager, Siemens AG Austria, Austria</i></p>	<p>Explaining and Predicting the Economic Success of e-Marketplaces Professor Robert ZMUD <i>Professor, Michael F. Price Chair in MIS, and Director, MIS Division University of Oklahoma, USA</i></p>
Tutorials		
<p>Web Services Architecture and Applications Dr. J.Y. CHUNG <i>Institute for Advanced Commerce IBM T.J. Watson Research Center, USA</i></p>	<p>m-Commerce Technologies, Services & Business Models Professor Norman M. SADEH <i>School of Computer Science, Carnegie Mellon University, USA</i></p>	<p>Electronic CRM and Business Intelligence Dr. Ibrahim KUSHCHU <i>Assistant Professor of eBusiness GSIM, International University of Japan</i></p>
Discussion Panels		
<p>Adoption of eBiz in Asia/Pacific Countries Dr. Patrick CHAU, The University of Hong Kong</p> <ul style="list-style-type: none"> • Dr. Shirley BODE, Edith Cowan University, Australia • Professor Jae Kyu LEE, Korea Advanced Institute of Science and Technology, South Korea • Professor T.P. LIANG, National Sun Yat-sen University, Taiwan • Mrs. Cindy CHENG, Sales and Marketing Director, Octopus Card Limited, Hong Kong 	<p>Emerging eBiz Applications Dr. Louis MA, City University of Hong Kong</p> <ul style="list-style-type: none"> • Mr. Steve W. BEASON, the Hong Kong Jockey Club • Prof. Dr. Christer CARLSSON, Åbo Akademi University, Finland • Mr. Malcolm E. GRAY, HSBC • Prof. Y.V. HUI, City University of Hong Kong • Dr. Rob LAW, Hong Kong Polytechnic University 	
<p>+80 Paper Presentations on the latest Technologies, Applications and Management of e-Business!</p>		

Conference Programme

Download the programme in PDF format.

Day 1 - Wednesday, 23 October 2002				
9:00	<p align="center">Opening Ceremony (Wei Hing Theatre)</p> <ul style="list-style-type: none"> Guest of Honour: Mr. Francis HO, Permanent Secretary for Commerce, Industry and Technology (Information Technology & Broadcasting) Guest of Honour from City University of Hong Kong: Professor Edmond KO, Vice-President (Education) Conference Co-Chairs: Prof. L. K. CHAN (CityU), Prof. Richard HO (CityU), Prof. Michael SHAW (University of Illinois, USA) 			
9:20	<p align="center">Keynote Presentation: Innovation, Technology and New Business Mr. Francis HO Permanent Secretary for Commerce, Industry and Technology (Information Technology & Broadcasting)</p>			
10:00	<p align="center">Keynote Presentation: A Market Based Approach to Managing Content Delivery Networks Professor Andrew B. WHINSTON Hugh Roy Cullen Centennial Chair Professor of Business Administration and Professor of MSIS/CompSci/Economics Departments, University of Texas, Austin, USA</p>			
10:45	<p align="center">Tea Break</p>			
11:10	Wei Hing Theatre	Multimedia Conference Room	LT-17	LT-18
	<p align="center">Web Services and Information Services Chair: Mr. George LEUNG ITSD, HKSAR Government, China</p>	<p align="center">Panel 1</p>	<p>Agents & m-Commerce Chair: Dr. Christian WAGNER City University of Hong Kong, China</p>	<p>e-Security Chair: Miss Carol HSU London School of Economics, UK</p>
	<p>*** A Framework for Web Services-based e-business Application Integration</p> <p>Ying HUANG Jen-Yao CHUNG IBM T.J. Watson Research Center, USA</p>	<p align="center">Adoption of eBiz in Asia/Pacific Countries</p> <p align="center">Moderator</p> <p>Dr. Patrick CHAU Associate Professor, The University of Hong Kong</p> <p align="center">Panelists</p> <p>Dr. Shirley BODE (PowerPoint Presentation) Edith Cowan University, Australia</p> <p>Professor Jae Kyu LEE (PowerPoint Presentation) Korea Advanced Institute of Science and Technology South Korea</p>	<p>Creating an Open Agent Environment for Context-Aware M-Commerce</p> <p>Norman M. SADEH Ting-Chak CHAN Linh VAN Oh Byung KWON Kazuaki TAKIZAWA Carnegie Mellon University, USA</p>	<p>A Watermarking Infrastructure for Digital Rights Protection</p> <p>S.C. CHEUNG Hanif CURREEM Hong Kong University of Science and Technology, China</p> <p>Dickson K.W. CHIU Chinese University of Hong Kong, China</p>
<p>Automatic Planning of Web Services</p> <p>Alfredo MILANI Stefano MARCUGINI University of Perugia, Italy</p>	<p>Professor T.P. LIANG National Sun Yat-sen University Taiwan</p>	<p>A Mobile Agent-based System for Consumer-oriented e-commerce</p> <p>Henry CHAN Hui CHEN</p>	<p>Are Trustmarks Trustworthy? A comparison and evaluation of leading European B2C trustmark initiatives and a general discussion of the trustmark</p>	

		<p>Mrs. Cindy CHENG Sales and Marketing Director Octopus Card Limited Hong Kong</p>	<p>Jiannong CAO Raymond LEE Hong Kong Polytechnic University, China</p> <p>Tharam DILLON LaTrobe University, Australia</p>	<p>concept.</p> <p>Fredrik NORDQUIST Konsument Europa, (European Consumer Centre), Sweden</p> <p>Eva N. DZEPINA Heinrich-Heine Universität, Germany</p>
	<p>What Does the Term "E-SERVICE" Really Imply and Mean?</p> <p>Dr. Zeljko PANIAN University of Zagreb, Republic of Croatia</p>		<p>Agent-Based Negotiation for Differentiated Goods in Customer-to-Customer Electronic Commerce</p> <p>Wooju KIM Chonbuk National University, Korea</p> <p>June S. HONG Inje University, Korea</p> <p>Yong U. SONG Yonsei University, Korea</p>	<p>Risk Management of Electronic Commerce between Japan and China</p> <p>Masamitsu MORIYAMA Osaka International University, Japan</p> <p>Takio SHIMOSAKON Osaka Institute of Technology, Japan</p> <p>Huang JING Link Internet Service Co., Ltd, China</p> <p>Yoshinori NISHINO CHN Co., Ltd. Japan</p> <p>Shinichi TAMURA; Hiroshi OTAWA Osaka University Graduate, Japan</p>
	<p>Location Based and Customized Voice Information Service for Mobile Community</p> <p>Kai-Hsiang PENG Soe-Tsyr YUAN Fu-Jen Catholic University, Taiwan</p>		<p>Characteristics of Mobile Devices and an Integrated M-Commerce Infrastructure for M-Commerce Deployment</p> <p>Mylini MUNUSAMY Hiew Pang LEANG Monash University, Malaysia</p>	<p>Protection of Online Privacy & Its Impact on E-Commerce</p> <p>Hurriyah El ISLAMY Multimedia University, Malaysia</p>
12:50	Lunch (8/F) Chinese Restaurant			
	Multi-media Conference Room	LT-17	LT-18	
	Tutorial 1	e-Government and e-Governance	e-Strategy &	

14:10		Chair: Professor Qi LI Xi'an Jiaotong University, China	Management Chair: Professor Janice BURN Edith Cowan University, Australia
	Web Services Architecture and Applications Leader: Dr. Jen-Yao CHUNG Program Director, Technology Office, Senior Manager, e-Commerce & Supply Chain Institute for Advanced Commerce IBM T.J. Watson Research Center, NY, USA.	Electronic Public Services in Singapore: stepping through the screen Martin PUTTERILL The University of Auckland, Australia Lai-Lai TUNG Roger DEBRECENY Li-Yan CHUA Nanyang Technological University, Singapore	*** Towards an Eclectic Approach to Strategic Interorganisational Systems (IOS) Management Arjen WASSENAAR University of Twente, The Netherlands
		A Study on the Constructs for Citizen Utilization of e-Government Services in Hong Kong Adela LAU Ruby CHU The University of Hong Kong, China	Readiness Assessment for Successful e-Business Management in Global ERP Environments Colin ASH Janice BURN Edith Cowan University, Australia
		Regulating business-to-consumer e-commerce in Finland Petteri REPO National Consumer Research Centre, Finland	EBPP Value Chain Positions for Financial Institutions Alea M. FAIRCHILD Tilburg University, The Netherlands
	E-Governance for Development K.B.C. SAXENA Management Development Institute, India	Behind the Scenes of the E-Business Construct Jonas HEDMAN Thomas KALLING Lund University, Sweden	
15:50	Tea Break		
16:10	Tutorial 1	M-Commerce Chair: Prof Dr Christer CARLSSON IAMSR/Åbo Akademi University, Finland	e-Applications & Management Chair: Dr. H.P. LO City University of Hong Kong, China
	Web Services Architecture and Applications Leader: Dr. Jen-Yao CHUNG Program Director, Technology Office, Senior Manager, e-Commerce & Supply Chain Institute for Advanced Commerce	Wireless Technologies: Mobile Commerce Enablers Jojo Sze Meng WONG Hiew Pang LEANG Monash University (Malaysia), Malaysia	Barriers to Digital Distribution in the Book and Software Industries Ian MACINNES Kasama KONGSMAK Robert HECKMAN Syracuse

	IBM T.J. Watson Research Center, NY, USA.		University, NY, USA
		<p>Short Message Service (SMS): the Impact of Service Quality and Perceived Value on Satisfaction, Intention and Usage</p> <p>Lai-Lai TUNG Nanyang Technological University, Singapore</p>	<p>A Framework to Encourage SMEs Taking up E-commerce in Hong Kong: Collaboration between Government, Trade Association and Service Providers</p> <p>Adela LAU Patrick Pui Qunn LI The University of Hong Kong, China</p>
		<p>A Mobile Agent-based Approach for Internet Auction System</p> <p>Joe C.W. LAM Lai-Man PO City University of Hong Kong, China</p>	<p>Service quality, customer satisfaction, customer value and behavior intentions of customers in the telecommunication industry: evidence from China's mobile phone market</p> <p>Yonggui WANG Hing-Po LO Yongheng YANG City University of Hong Kong, China Changhong BAI Nankai University, China</p>
17:40	End of Day 1		

Day 2 - Thursday, 24 October 2002

9:00	(Wei Hing Theatre) Keynote Presentation: Beyond e-Marketplace & Next Generation e-Business: Grid, Automatic Computing & Web Services (Presentation) Dr. J.Y. CHUNG Program Director, Technology Office, Institute for Advanced Commerce Senior Manager, e-Commerce and Supply Chain, IBM T.J. Watson Research Center, New York, USA			
9:40	Keynote Presentation: e-Business Evolution, Market Trends & Business Opportunities (Presentation, full paper) Dr. Reda REDA Marketing Director, Siemens AG Austria, Austria Mr. Heinz VOLOPICH E-Business Manager, Siemens AG Austria, Austria			
10:20	Tea Break			
10:40	Wei Hing Theatre	Multimedia Conference Room	LT-17	LT-18
	Data Mining & CRM Chair: Professor Hong SHEN Japan Advanced Institute of Science and Technology,	Panel 2	e-Business & SMEs Chair: Professor Doug VOGEL City University of Hong Kong, China	Web Navigation & Data Management Chair: Dr. Jian MA City University of Hong Kong, China

	<p align="center"><i>Japan</i></p>			
	<p>The Problem of Mining the Most Profitable Frequent Itemset</p> <p>Chienwen WU National Taipei University of Technology, Taiwan</p>	<p align="center">Emerging e-Business Applications</p> <p align="center">Moderator</p> <p><i>Strategic Thinking for e-Business</i> Dr. Louis MA Associate Professor City University of Hong Kong</p> <p align="center">Panelists</p>	<p>Boundaries of business network in Supply Chain: breaking SMEs' barriers in implementing Business-to-Business Integration</p> <p>Yu Chung William WANG Michael S. H. HENG University of South Australia, Australia</p>	<p>The Design and Evaluation of Accessibility on Web Navigation</p> <p>Benjamin P. C. YEN The University of Hong Kong, China</p>
	<p>A Transaction Amalgamated Technique for Mining Association Rules</p> <p>Siqing SHAN Beijing University of Aero and Astro., China</p>	<p><i>e-Technology and Applications</i> Mr. Steve W. BEASON Executive Director, IT The Hong Kong Jockey Club</p> <p><i>Mobile Commerce - Beyond the Hype</i> Prof. Dr. Christer CARLSSON IAMSR/Åbo Akademi University Finland</p>	<p>Strategic partnerships - e-business and SMEs</p> <p>Shirley BODE Edith Cowan University, Australia</p>	<p>Data Management: Storage Issues Arising from e-Commerce Data</p> <p>R. Alan HODGETT University of South Australia, Australia</p>
	<p>CRMaps: Managing Customer Relationships based on Ontological Fuzzy Cognitive Maps</p> <p>Jason J. JUNG Geun-Sik JO Inha University, Korea</p>	<p><i>e-Logistics</i> Prof. Y.V. HUI Professor City University of Hong Kong</p> <p><i>Deployment of Internet Banking Systems</i> Mr. Malcolm E. GRAY Senior Executive, IT HSBC</p> <p><i>Potential Disintermediation of Travel Agencies</i> Dr. Rob LAW Associate Professor Hong Kong Polytechnic University</p>	<p>Transforming the procurement operation with information technology</p> <p>Peter YAN Global e-Business Services Ltd., Hong Kong</p>	<p>*** The Impact of Navigation Tools, Expertise and Attitude on Users' Productivity in a Hypertext Environment</p> <p>Lai-Lai TUNG Roger DEBRECENY Nanyang Technological University, Singapore</p> <p>Ying-Git CHAN Pricewaterhouse Coopers, Singapore</p> <p>Aaron Tuck-Loon CHAN Ernst and Young, Singapore</p> <p>Stephen Ee-Boon LE Goldman Sachs, Hong Kong, China</p>
	<p>The Effectiveness of Personalization Techniques on Marketing Activities</p> <p>Jyun-Cheng WANG Pei-Ju SU National Chung-Cheng University, Taiwan</p>		<p>*** Why May Not Cyberspace An Even Ground to All? An Economic Analysis of Electronic Mall's Initial Investment and Competition</p> <p>Byungtae LEE Korea Advanced Institute of Science and Technology,</p>	<p>Managing XML-Based Layered Repository Specialized for Web Shop Development</p> <p>Koichi TERAI Naoki SUGIURA Masahiko SAWAI Takahira YAMAGUCHI Shizuoka University,</p>

			Korea Hyung-rae CHO Kyungsang National University, Korea	Japan Noriaki IZUMI Cyber Assist Research Center, Tokyo, Japan
12:20	Lunch (8/F) Chinese Restaurant			
13:30	Wei Hing Theatre	Multimedia Conference Room	LT-17	LT-18
	Security & Protection Chair: Ms Sonya LIEW Advocate & Solicitor, Messrs. Malik Imtiaz Sarwar, Kuala Lumpur, Malaysia	Tutorial 2	m-Commerce Chair: Prof Dr Christer CARLSSON IAMSR/Åbo Akademi University, Finland	Decision Support Chair: Dr. Huai Qing WANG City University of Hong Kong, China
	Cryptographic Techniques for Privately Constructing Web-Based Communities Boaz Simon GELBORD Leiden University, The Netherlands	m-Commerce Technologies, Services & Business Models Leader: Professor Norman M. SADEH Co-Director, E-Commerce PhD Program, E-Commerce Institute, School of Computer Science, Carnegie Mellon University, USA	Multiple Classifier System based on Dynamic Fusion Eunju KIM National Computization Agency, Korea. Yillbyung LEE University of Yonsei University, Korea Wooju KIM Chonbuk National University, Korea	CSP-based Multiple Capacitated Resources Scheduling in Active Networks Kei Nam TSOI Jana DOSPISIL Elizabeth A. KENDALL Monash University, Australia
	A Behavioural Lens on PKI Interoperability James BACKHOUSE Carol HSU London School of Economics, UK Jimmy C. TSENG Erasmus University Rotterdam, The Netherlands		Integration of ART2 Neural Network and Genetic K-means Algorithm for Analyzing the Browsing Paths in Electronic Commerce R. J. KUO C. L. LIAO Tung-Lai HU C. TU National Taipei University of Technology, Taiwan	Designing a Web- Based Consumer Decision Support System for Tourism Services Chien-Chih YU National Cheng Chi University, Taiwan
	General E-Commerce Security (GECOMS) Framework Abdul Hanan ABDULLAH Alex Sim Tze HIANG University Technology Malaysia, Malaysia		The CRM Intelligence: Wireless and Voice Interfaces KUSHCHU, Ibrahim International University of Japan, Japan	An Organizational Decision Support Framework in E- Business Environment Qijia TIAN Ou LIU Jian MA City University of Hong Kong, China
15:00	Tea Break			
15:15	Collaborative e-Commerce Chair: Dr. Kai LIM	Tutorial 2	Manufacturing & Enterprising Systems	e-Technology & Decision Support Chair: Dr. Moez

	City University of Hong Kong, China		Chair: Professor K.B.C. SAXENA Management Development Institute, India	KIMAYEM City University of Hong Kong, China
	*** The Physics of E-Commerce Supply Chains Amitava DUTTA George Mason University, USA Rahul ROY University of Northern Iowa, USA	m-Commerce Technologies, Services & Business Models Leader: Professor Norman M. SADEH Co-Director, E-Commerce PhD Program, E-Commerce Institute, School of Computer Science, Carnegie Mellon University, USA	An integrated-enterprise systems implementation architecture for the collaborative manufacturing environment Lip Tse HO Grier LIN University of South Australia, Australia	Automating Online Web-based E-commerce Activities with WebScript Dickson K.W. CHIU Chinese University of Hong Kong, China S.C. CHEUNG Hong Kong University of Science and Technology, Hong Kong
	e-Payment Issues Carl WEGNER Vice President Business Development, Asia/Pacific Region, TradeCard, Hong Kong		Developing Web-Based Manufacturing Information Systems for Small And Medium-Sized Enterprises (SMEs) in Hong Kong CHAN, Kwok Tung; LEE, Tai Chiu Hong Kong Polytechnic University, China	Resource allocation model for active nodes Jana DOSPISIL Monash University, Australia
	Theoretical Impediments to Understanding B2B Electronic Commerce Kai REIMERS Mingzhi LI Tsinghua University, China		Integrated-enterprise system process design for the manufacturing environment using the solution maps Lip Tse HO Grier LIN University of South Australia, Australia	Capture the future of the Internet: Broadband Development in China Yu XIN Pioneer Technology, UK Zirui TIAN Peking University, China Xuhong LIU iSAGE Technologies, Inc., China
16:45	End of Day 2			
17:15	Coach to Leave CityU Circle and Proceed to Banquet			
18:00	Harbour Plaza Metropolis Hotel, 7 Metropolis Drive, Hung Hom, Kowloon.			

Day 3 - Friday, 25 October 2002

9:00	(Wei Hing Theatre) Keynote Presentation: Collaborative B2B e-Commerce Dr. Michael SHAW Hoeft Endowed Chair in Information Technology Management and Director of the Center for Information Systems and Technology Management University of Illinois, USA
9:40	Keynote Presentation: Explaining and Predicting the Economic Success of e-Marketplaces

	Professor Robert ZMUD University of Oklahoma, USA		
10:20	Tea Break		
10:40	Wei Hing Theatre	Multimedia Conference Room	LT-17
	Intelligent Agents <i>Chair: Dr. Narasimha Bolloju City University of Hong Kong, China</i>	Tutorial 3	Usability & Adoption of e-Business <i>Chair: Professor Chien Chih YU National Cheng Chi University, Taiwan</i>
	Fuzzy e-shopper: An Fuzzy-agent Based System for Intelligent e-shopping Raymond S. T. LEE James N.K LIU Albert Y. C. WU <i>Hong Kong Polytechnic University, China</i>	Electronic CRM and Business Intelligence Leader: Dr. Ibrahim KUSHCHU	e-Market Adoption by Small and Medium Trading Firms of Hong Kong: An Empirical Investigation and Theory Development Probir BANERJEE Louis MA <i>City University of Hong Kong, China</i>
	On the design of Auction Agents with Different Bidding Strategies Irene S. K HO Henry CHAN <i>Hong Kong Polytechnic University, China</i>	Assistant Professor of eBusiness GSIM, International University of Japan, Japan	*** Multilingual Web Site Usability: Cultural Context Mathew HILLIER <i>University of South Australia, Australia</i>
	Bounded Rational Agents Representing Goods in Electronic Markets Roberto OKADA; Akihiro FUJII; Tuyoshi OHTANI <i>Miyagi University, Japan</i> Noriaki OSHIDA <i>Brain Trust and Co, Japan</i>		*** Empirical Test of a WAP Adoption Model Shin-Yuan HUNG Cheng-Yuan KU Chia-Ming CHANG <i>National Chung Cheng University, Taiwan</i>
	CIGMA: aActive Inventory Service in Global e-Market for Ordinary Online Customers Based on a Real Time Update Scheme Seungwoo KANG; Su Myeon KIM Kyungmin CHO; Inseok HWANG <i>Korea Advanced Institute of Science and Technology, Korea</i> Junehwa SONG <i>IBM T.J. Watson Research Center, USA</i>		Stages of Growth for E-business: An analysis of the perceived usability of the stages of growth model in e-business progression Adi PRANANTO Judy MCKAY <i>Monash University, Australia</i> Peter MARSHALL <i>University of Queensland, Australia</i>
12:20	Lunch (8/F) Chinese Restaurant: Best Paper Awards Presentation		
13:30	e-Markets & B2C <i>Chair: Professor Qi LI Xi'an Jiaotong University, China</i>	Tutorial 3	e-Application <i>Chair: Dr. Mohamed Khalifa City University of Hong Kong, China</i>
	Click Effect in Retail Industry Jae Kyu LEE; Heegoo KANG; Hoe Kyung LEE <i>Korea Advanced Institute of Science and Technology, Korea</i> Chan Young KIM <i>Dongyang Technical College, Korea</i> Han Soo LEE <i>iBFarm Corporation, Korea</i>	Electronic CRM and Business Intelligence Leader: Dr. Ibrahim KUSHCHU	***Assessing the benefits of farmers' engagement in e-commerce: An empirical study John ROLFE <i>Central Queensland University, Australia</i> Shirley GREGOR; Don MENZIES <i>Australian National University, Australia</i>
	START e-BIZ: Socio-Technical Action Research and Theorizing on Electronic Business in Hong Kong Doug Vogel <i>City University of Hong Kong</i>	Assistant Professor of eBusiness GSIM, International University of Japan, Japan	Promoting Tai Chi On An "Association Portal" Shuanghong WU Xiaodong JIANG <i>American Tai Chi Association, USA</i>

	<p>Risk Analysis and Consumer Protection in B2C Transactions</p> <p>Jianzheng YANG; Chiliang SHI <i>University of Shanghai for Science & Technology, China</i></p> <p>Gary MILLAR; Ruhul SARKER <i>UNSW-ADFA, Australia</i></p>		<p>Local Swedish Online Newspapers in Trouble? New Services and New Roles</p> <p>Carina IHLSTRÖM <i>Halmstad University, Sweden</i></p>
	<p>Adaptation and evolution of internet based Electronic Marketplaces: an empirical analysis</p> <p>Jai GANESH, T.R. MADANMOHAN, P. D. JOSE <i>Indian Institute of Management Bangalore, India</i></p>		
15:00	Coffee Break at Multimedia Conference Room		
15:30	<p style="text-align: center;">+++ IS Forum at Multimedia Conference Room +++ How to Publish Papers in Top Journals?</p> <p>Moderator: Dr. Christian Wagner, City University of Hong Kong</p> <ul style="list-style-type: none"> • Forum Leader: Prof. Izak Benbasat, University of British Columbia, Canada (Editor-in-Chief of Information Systems Research) • Forum Leader: Prof. Robert W. Zmud, University of Oklahoma, USA (former Editor-in-Chief of MIS Quarterly) 		
17:00	End of Forum		

*** = Best Paper Nominee

Keynote Speeches

Keynote Speeches		
<p>Innovation, Technology and New Businesses Mr Francis HO <i>Permanent Secretary for Commerce, Industry and Technology (Information Technology & Broadcasting)</i></p>	<p>Beyond e-Marketplace & Next Generation e-Business: Grid, Automatic Computing & Web Services <i>(Presentation)</i> Dr. J.Y. CHUNG <i>Institute for Advanced Commerce IBM T.J. Watson Research Center, USA</i></p>	<p>Collaborative B2B e-Commerce Dr. Michael SHAW <i>Director of the Center for Information Systems and Technology Management University of Illinois, USA</i></p>
<p>A Market Based Approach to Managing Content Delivery Networks Professor Andrew B. WHINSTON <i>Hugh Roy Cullen Centennial Chair Professor of Business Administration, University of Texas, Austin, USA</i></p>	<p>e-Business Evolution, Market Trends & Business Opportunities <i>(Presentation, full paper)</i> Dr. Reda REDA <i>Marketing Director</i> Mr. Heinz VOLOPICH <i>E-Business Manager, Siemens AG Austria, Austria</i></p>	<p>Explaining and Predicting the Economic Success of e-Marketplaces Professor Robert ZMUD <i>Professor, Michael F. Price Chair in MIS, and Director, MIS Division University of Oklahoma, USA</i></p>

Tutorials

Tutorials		
<p>Web Services Architecture and Applications Dr. J.Y. CHUNG <i>Institute for Advanced Commerce IBM T.J. Watson Research Center, USA</i></p>	<p>m-Commerce Technologies, Services & Business Models Professor Norman M. SADEH <i>School of Computer Science, Carnegie Mellon University, USA</i></p>	<p>Electronic CRM and Business Intelligence Dr. Ibrahim KUSHCHU <i>Assistant Professor of eBusiness GSIM, International University of Japan</i></p>

Discussion Panels

Discussion Panels	
<p>Adoption of eBiz in Asia/Pacific Countries</p> <p>Moderator Dr. Patrick CHAU <i>The University of Hong Kong</i></p> <ul style="list-style-type: none"> • Dr. Shirley BODE, Edith Cowan University, Australia • Professor Jae Kyu LEE, Korea Advanced Institute of Science and Technology, South Korea • Professor T.P. LIANG, National Sun Yat-sen University, Taiwan • Mrs. Cindy CHENG, Sales and Marketing Director, Octopus Card Limited, Hong Kong 	<p>Emerging eBiz Applications</p> <p>Moderator <i>Strategic Thinking for e-Business Applications in Hong Kong</i> Dr. Louis MA <i>Associate Professor, City University of Hong Kong</i></p> <ul style="list-style-type: none"> • <i>e-Technology and Applications</i> Mr. Steve W. BEASON <i>Executive Director, IT, the Hong Kong Jockey Club</i> • <i>Mobile Commerce</i> Prof. Dr. Christer CARLSSON <i>IAMSR/Åbo Akademi University, Finland</i> • <i>Deployment and Execution of e-banking Systems</i> Mr. Malcolm E. GRAY <i>Senior Executive, IT, HSBC</i> • <i>e-Logistics</i> Prof. Y.V. HUI <i>Professor, City University of Hong Kong</i>

- *Potential Disintermediation of Travel Agencies*
[Dr. Rob LAW](#)
Associate Professor, Hong Kong Polytechnic University

After Conference

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City University of Hong Kong
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Conference Venue

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Tat Chee Avenue
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All ICEC2002 conference programmes will be held at the following venues at the City University of Hong Kong.

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[Wei Hing Theatre](#)
6/F Amemities Building

Venue 2
[Multi-Media Conference Room](#)
4/F, Cheng Yick Chi Building

Venue 3
[Lecture Theatre 17 \(LT-17\)](#)
4/F, Purple Zone, Academic Building

Venue 4
[Lecture Theatre 18 \(LT-18\)](#)
4/F, Purple Zone, Academic Building

Accommodation

The Organising Committee has reserved sufficient rooms at discount conference rate at two hotels which is easily accessible by train and taxi from the conference venue.

List of Hotels and Rates

Hotel	Room Type	Rate*	Address	Access to the Conference Venue	Reservation
Harbour Plaza Metropolis	Superior	HK\$880	7 Metropolis Drive, Hung Hom, Kowloon, Hong Kong	5 to 10 minutes by train	Download Reservation Form Enquiries: Miss Angel So Tel: (852) 3160 6807 Fax: (852) 3160 6988 Email: angels@harbour-plaza.com
Royal Plaza Hotel	Standard	HK\$1,000	193 Prince Edward Rd West, Kowloon, Hong Kong	2 to 5 minutes by train	Download Reservation Form Enquiries: Ms Frances Wang Tel: (852) 2928 8822 Fax: (852) 2606 0088 Email: rpsales@royalplaza.com.hk

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Reservation

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